

CLAIMS

What is claimed is:

1. A method of managing a relationship between a company and a plurality of customers comprising the steps of:
 - a. providing at least one database containing information about a plurality of company managers and a plurality of customer respondents;
 - b. providing a central computer connected to the at least one database, the central computer also connected to a plurality of remote computers through a network;
 - c. providing a customer satisfaction survey containing a plurality of customer satisfaction questions to a selected respondent of the plurality of customer respondents, the customer satisfaction survey accessible by the selected respondent at a first of the plurality of remote computers;
 - d. receiving survey answers from the selected respondent at the central computer;
 - e. processing the survey answers to identify a customer satisfaction issue of the selected respondent;
 - f. flagging the customer respondent for follow-up action based upon the customer satisfaction issue of the selected respondent; and
 - g. providing the customer satisfaction issue of the selected respondent to one of the plurality of company managers at a second of the plurality of remote computers, thereby prompting the one of the plurality of company managers

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to develop an action plan designed to address the customer satisfaction issue of the selected customer respondent.

2. The method of claim 1 further comprising the step of entering the action plan into the at least one database.
3. The method of claim 2 further comprising the step of implementing the action plan to obtain action plan results.
4. The method of claim 3 further comprising the step of associating a score with the action plan based upon the action plan results.
5. The method of claim 4 further comprising the step of making the action plan and the associated score available to the plurality of account managers, thereby providing the plurality of account managers with information about whether the action plan was successful or unsuccessful.
6. The method of claim 1 further comprising the step of sending an invitation to the selected respondent through the first of the plurality of remote computers, the invitation asking the respondent to complete the customer satisfaction survey and providing a network address where the selected respondent may access the customer satisfaction survey.
7. The method of claim 1 wherein the step of processing the survey answers to identify a customer satisfaction issue of the selected respondent includes automatically analyzing the survey answers received from the selected respondent based upon pre-established criteria that identify various customer satisfaction issues.

8. The method of claim 1 wherein the information contained in the at least one database about the selected respondent includes a preferred language of communication.

9. The method of claim 8 further comprising the step of providing a translation tool to a translator, the translation tool accessible by the translator at a third of the plurality of remote computers and providing the translator with the ability to translate each of the plurality of customer satisfaction questions into the preferred language of communication of the selected respondent and thereby produce a translated survey.

10. The method of claim 9 wherein the translated survey is reviewed by an approver before the translated survey is provided to the selected respondent.

11. A system for managing a relationship between a company and a plurality of customers comprising:

- a. at least one database containing information about a plurality of customer respondents and a plurality of company managers associated with each of the plurality of customer respondents;
- b. means for delivering a customer satisfaction survey containing a plurality of customer satisfaction questions to a selected respondent of the plurality of customer respondents;
- c. means for receiving survey answers from the selected respondent;
- d. means for processing the survey answers to identify a customer satisfaction issue of the selected respondent;

e. means for flagging the customer respondent for follow-up action based upon the customer satisfaction issue of the selected respondent; and

f. means for providing the customer satisfaction issue of the selected respondent to one of the plurality of company managers, thereby prompting the one of the plurality of company managers to develop an action plan designed to address the customer satisfaction issue of the selected customer respondent.

12. The system of claim 11 further comprising means for entering the action plan into the at least one database.

13. The system of claim 12 further comprising means for associating a score with the action plan based upon action plan results obtained after implementation of the action plan.

14. The system of claim 13 further comprising means for making the action plan and the associated score available to the plurality of account managers, thereby providing the plurality of account managers with information about whether the action plan was successful or unsuccessful.

15. The system of claim 11 further comprising means for inviting the selected respondent to complete the customer satisfaction survey using one of the plurality of remote computers, the means for inviting providing a network address where the selected respondent may access the customer satisfaction survey.

16. The system of claim 11 wherein the means for processing the survey answers to identify a customer satisfaction issue of the selected respondent includes means for automatically analyzing the survey answers received from the selected

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respondent based upon pre-established criteria that identify various customer satisfaction issues.

17. The system of claim 11 wherein the information contained in the at least one database about the selected respondent includes a preferred language of communication.
18. The system of claim 17 further comprising a translation means accessible by a translator at one of the plurality of remote computers, the translation means providing the translator with the ability to translate each of the plurality of customer satisfaction questions into the preferred language of communication of the selected respondent and thereby produce a translated survey.
19. The system of claim 18 further comprising a means for delivering the translated survey to an approver for review and approval.
20. A system for managing relationships between a company and a plurality of customers comprising:
 - a. at least one database containing information about a plurality of customer respondents and a plurality of company managers associated with each of the plurality of customer respondents;
 - b. a central computer connected to the at least one database, the central computer comprising
 - i. an account management tool accessible by the plurality of company managers at one of a plurality of remote computers connected to the central computer, the account management tool including (a) an account information page operable to display a

plurality of customer respondents, and (b) a customer action page accessible through the account information page and operable to display a customer satisfaction issue identified by one of the plurality of customer respondents and prompt one of the plurality of company managers to enter an action plan to address the customer satisfaction issue;

ii. a customer survey tool operable to provide a customer satisfaction survey to each of the plurality of customer respondents at one of the plurality of remote computers.

21. The system of claim 20 wherein the account management tool further comprises a results page operable to display action plan results following implementation of the action plan and further operable to allow one of the plurality of company managers to associate a score with the action plan results.

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